

## **START-UP MANAGER**

### **LOCALLY-SOURCED & NATURAL FOODS MARKET**

Join the leadership of a successful enterprise in the fast expanding \$20 billion local food industry. Start-up food-hub *Grow Ohio Valley* has built production, sales and distribution infrastructure to grow local agriculture into a force for social and economic change throughout the Appalachian rust-belt. The company is expanding and seeks to hire an ambitious, creative, community-minded retail manager to lead its new *Public Market* initiative—a place-based, locally-sourced and natural foods market in the downtown center of three USDA food desert census tracts in Wheeling, West Virginia. Amidst broad community interest and support from municipal, state and national funders, this venture will galvanize a thriving community through providing access to local and healthy food in a way that improves the financial wherewithal of local and regional farmers. *This position is a unique opportunity to become a leader developing food systems toward prosperous economic development and real social equity.*

## **POSITION RESPONSIBILITIES**

This position will lead the launch and management of the Public Market toward profitability. It reports to the company's Executive Director and Board of Directors. Responsibilities include to:

- Establish and maintain productive farmer and other producer relationships.
- Adjust product mix and merchandizing to maximize market profitability operating within its mission.
- Develop and execute successful marketing and promotional programs.
- Engage the community through creative outreach and event programs.
- Adjust and develop new operating policies and procedures as required.
- Schedule and manage 2 - 4 additional market staff, and disburse payments to producers and vendors.
- Develop and maintain accurate budget projections and assist fundraising efforts.

## **QUALIFICATION REQUIREMENTS**

Qualified individuals will demonstrate evidence of the following skills, attributes and experiences:

- Self-starter, hard worker and natural leader
- Passionate local and/or natural food enthusiast
- Knowledge of or experience in grocery or agriculture—food safety, post-harvest handling, pricing, marketing, and merchandising
- Ability to coordinate and conduct successful outreach across diverse populations

- Experience in all or some of the following:
  - Retail merchandising and management
  - Accounting and budgeting
  - Profit and loss responsibility
  - Managing staff and reporting to executive management
- Must have or gain immediate proficiency in Excel, POS and accounting software

## **MARKET CONCEPT**

Set to open in May 2019, the Public Market is a year-round, non-profit farmers market that brings local and natural foods into the heart of downtown. The market will financially benefit **local farmers by selling local foods on consignment when possible, returning 70-80% of sales dollars to farmers versus just 15% in traditional grocery markets.** In doing so, the market will channel million dollars to local farmers. The market will emphasize locally sourced, high quality natural and ethically sourced foods. It will be housed in an excellent downtown retail space, secured through a partnership with the City. The market is clearly differentiated from other regional markets with its unique local and natural-oriented product mix, its prime location, and strong support from regional farmers and funders, including the USDA, the WV Department of Agriculture, WV DHHR, and the City of Wheeling among others.

## **ABOUT GROW OHIO VALLEY**

Grow Ohio Valley is a fast growing non-profit food hub with a vision to achieve regional food security. Founded in 2014 by an urban farmer and a Harvard Business School graduate, the initiative is recognized as a positive change agent throughout the Ohio Valley. It has developed 6-productive farming sites, a small aggregation center, and a loyal customer base; aggregates fresh healthy food from 20 local farms; and delivers food-access and food and nutritional literacy programs that reach 5,000+ students a year. Through these efforts, we hope to fashion a new economic landscape; one offering increased prosperity, improved health, and a better environment!

## **COMPENSATION**

\$30,000 per year plus benefits, up to \$40,000 for highly experienced applicants

Qualified applicants should send their resume with a cover letter explaining interest to [PublicMarket@GrowOV.org](mailto:PublicMarket@GrowOV.org) . No calls please.